



buyerdock

# Explaining the new packaging regulations in France and Italy

(Law: 1 January 2023)



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## OVERVIEW

Every single consumer product in France and Italy, now require, by law, additional information on packaging. Retailers cannot accept non-compliant products and the fines are substantial for those selling without compliance.

Buyerdock has created an automated solution that makes compliance incredibly simple for all sizes of business.

### What are the new laws?

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#### Article 17 (AGEC Law): France

Date of implementation: 9 September 2022  
Link to law: [legifrance.gouv.fr](https://legifrance.gouv.fr)  
Fines: up to €100,000, 2 years in prison

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#### Decree No. 116: Italy

Date of implementation: January 2023  
Link to law: [progettarericiclo.com](https://progettarericiclo.com)  
Fines: €5,200 - €40,000

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#### French Article 13 (AGEC Law): France

Date of implementation: January 2023  
Link to law: [legifrance.gouv.fr](https://legifrance.gouv.fr)  
Link to EU law: [lex-europa](https://lex-europa.com)  
Fines: €15k per SKU, maximum fine 10% global turnover

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#### Wine Regulation (Article 119, Regulation No 1308/2013): EU wide

Date of implementation: November 2023  
Link to law: [food.gov.uk](https://food.gov.uk)  
Fines: TBA per country - no sale in EU

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### Why are the laws relevant?

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- All consumer businesses need to be compliant
- Circular economy law
- Climate change
- Reduce waste.

UK Government are already making plans, see [link](#)

Bérangère Couillard, France's Ecology Secretary, [visiting](#) French stores to [review](#) Triman applications

# Article 17

## FRANCE

**Article 17 of the AGEC Law states that all household products must bear the Triman logo and sorting instructions for each packaging element. This is law in France from 9 October 2022.**

Depending on the size of the product, it may just need a QR-code showing the correct recycling logo. Buyerdock technology will work out automatically whether elements can be displayed solely via QR-code or if the logos are required to be printed directly on the product.

To view the compliant recycling logo, scan the QR-code below and tap the recycling tile:



Certain products, depending on size, may require the complete recycling logo, plus the Triman logo, direct on the packaging which looks as below, in French:



## Options

- 1** *Subscribe to Citeo, self-serve platform. Which only provide details for French logos to print on packaging, does not include other regulations or consumer info.*
- 2** *Pay a regulatory specialist (**fees averaging £1,200/day**) to deliver the correct recycle label/sku to print on-pack.*
- 3** *Buyerdock automatically generates the required text/logo via the QR-code for just **£1 per SKU per month** (eg. if a brand has 10 products with the QR-codes printed on 1 million bags, they pay just £10 per month). When new regulation is introduced, each product on Buyerdock will be updated and alert companies if more information is required.*

# Decree No.116

## ITALY

The legislative Decree No.116, passed in Italy in September 2020. The law includes several provisions that are intended to promote the transition to a circular economy in the country.

This is law on all products sold in Italy from 1st January 2023. Brands must ensure their products meet Italian regulations (not unlike the French law above). The product must display, in Italian language, the type of packaging, identification code and waste collection guidelines in the appropriate colour.

This can be displayed on pack as below or digitally by a QR code:



## Options

- 1** Subscribe to Conai, self-serve platform. Which only provide details for the Italian logos. The tool is in Italian and does not include other regulations or consumer info.
- 2** Pay a regulatory specialist (**fees averaging £1,200/day**) to deliver the correct recycle label/sku to print on-pack or add to the brands website with a QR code link printed on-pack.
- 3** Buyerdock automatically generates the required text/logo via the QR-code for just **£1 per SKU per month** (eg. if a brand has 10 products with the QR-codes printed on 1 million bags, they pay just £10 per month). When new regulation is introduced, each product on Buyerdock will be updated and alert companies if more information is required.

# Article 13

## FRANCE

**From the 1 January 2023, all products sold in France need to comply with Article 13, a component of the French Circular Economy law. This hugely complex and confusing regulation can be delivered digitally by QR-code.**

Article 13 defines a series of environmental characteristics that require disclosure depending on the product type. Characteristics for disclosure include attributes such as presence and amount of recycled content, recyclability, presence of hazardous substances, and traceability (amongst many others).

Not providing this information may risk your product being dropped from retail in the French market, **€15k fine per non-compliant SKU and/or a fine of 10% of global turnover.**

**Each product must have the following text displayed in French on its own page:**

<b>Fiche produit relative aux qualités et caractéristiques environnementales - Le Bijou de Sophie Valrose Rosé</b>	
Model Number: ABCD123	
Updated: 18th January 2023	
<b>Qualités et caractéristiques environnementales de l'emballage</b>	
Caractéristiques	Valeurs
Possibilité de réemploi	Emballage rechargeable Emballage réemployable

## Options

- 1** *Today there are no options available to automatically comply with this law. In our experience, it takes a minimum of three months using a consultancy at an average of **£1,200 per person per day** just to gather the data, before engaging a tech team to display it digitally per SKU to be compliant with the law.*
- 2** *Buyerdock automatically generates the required text/logo via the QR-code for just **£1 per SKU per month** (eg. if a brand has 10 products with the QR-codes printed on 1 million bags, they pay just £10 per month). When new regulation is introduced, each product on Buyerdock will be updated and alert companies if more information is required.*

# EU Wine Regulations

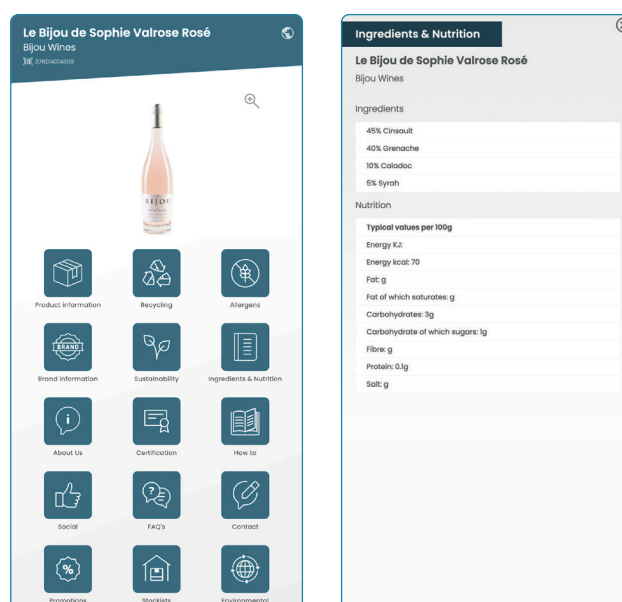
## EU WIDE

The European Union reform of Common Agricultural Policy (“CAP”), published on 6 December 2021, will become law in November 2023 and enter into force on 1 January 2023.

Specifically, wine labelling will be regulated by EU Regulation 2021/2117, which amended four EU regulations, namely Regulations (EU) No. 1308/2013, 1151/2012, 251/2014, and 228/2013.

### What does this mean in simple terms?

Any bottle of wine sold in the EU needs to have a QR-code on it detailing full ingredients, allergens and nutrition. This law is applicable for wine sold in retail, in restaurants and bars. Basically if the wine is present in the EU it must comply.



## Options

- 1 **Subscribe to U-label, self-serve platform.** This only provide required information to meet the new wine law. It does not include recycling or other regulations or consumer info.
- 2 **Pay a regulatory specialist (fees averaging £1,200/day)** to deliver the correct information behind a QR-code to be printed on-pack and along with a tech build on the brand website for each SKU.
- 3 **Buyerdock automatically generates the required text/logo via the QR-code for just £1 per SKU per month** (eg. if a brand has 10 products with the QR-codes printed on 1 million bags, they pay just £10 per month). When new regulation is introduced, each product on Buyerdock will be updated and alert companies if more information is required.

## FUTURE PROOFED QR-CODE

**In 2025 all linear barcodes are migrating to 2D QR-barcodes.**

**GS1** are the global regulator on barcodes and as such are the only company to supply new barcode numbers.

Buyerdock are partners with GS1 and are the first company to be signed off to deliver 2D QR-barcodes automatically. All of the QR-codes on this document are 2D QR-barcodes, future proofing each and every company on Buyerdock.

By adding products to Buyerdock, brands will be able to download a fully compliant future proof 2D QR-barcode that when scanned can open the instant Webb App with product and regulatory information.

*NB: By not showing the app, the brand will not be compliant as per the regulations above, but will be compliant purely for point of sale scanning.*





## SOLUTION

**Buyerdock have created the easiest and most cost effective global solution.**

With over 80 years of experience selling online and to retailers, the Buyerdock team have created the solution for brands to simply add product data to the platform and generate an instant web-app at SKU level.

This means that brands can interact directly with their consumers in addition to automatically becoming compliant as and when new laws are passed throughout the world.

In our testing, the most clicked tile to date has been the sustainability story. This is crucial as the consumers are being more proactive in their pursuit of adopting a more sustainable lifestyle, whether by choosing brands that have ethical or environmentally sustainable practices and values, the second most clicked tile is allergens.

By making the monthly admin fee so low, Buyerdock is levelling the playing field so all brands can become compliant and engage directly with their consumers.

Scan below to see some live examples in circulation today.



Buyerdock is a UK company designed and built in Hertfordshire and Essex. For more information visit [buyerdock.com](https://buyerdock.com) or email [kevin.dixie@buyerdock.com](mailto:kevin.dixie@buyerdock.com) and [jonathan.sparkes@buyerdock.com](mailto:jonathan.sparkes@buyerdock.com)